

REP HEADLINE# 6385268
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 14.54
CHANGES ** WFSB-TV ***

ADV # _____ ADV. NAME POLI/L MCMAHON/R/SEN/CT REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE BRAUNSCHEIDEL
600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- HEATHER UTTLEY (H)
TOWSON, MD 21286

ORDER # _____ CONTRACT # 6385268 CLASS: NATL. LOCAL REGIONAL
PRDCT L MCMAHON 4 SEN GFSB EST#1505 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT30/12 NOV6/12 WK-2
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 14.54

REP: REVISED ORDER
LN 3 ZEROED
ADDED LN 16
TTL SAME
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
LINDA MCMAHON FOR SENATE **GFSB**

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1230P-200P	60		\$80.00	10/30	11/2	0		TU,F	0
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1505												
PROGRAM : AFTERNOON ROTATION												
CON COM1: AFTERNOON ROTATION												



WFSB Fairfield County
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

CONTRACT

Contract / Revision 499445 /		Alt Order # 06385268
Product L MCMAHON 4 SENATE ***GFSB***		
Contract Dates 10/30/12 - 11/06/12	Estimate # 1505	
Advertiser McMahon for Senate		Original Date / Revision 10/19/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station GFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media Services, Inc.
 600 Fairmount Avenue
 Suite 306
 Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	GFSB	10/31/12	11/02/12	7AM-9AM The Early Show	7AM-9AM		1:00			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$60.00			
N 2	GFSB	10/30/12	11/01/12	9AM-10AM	9AM-10AM		1:00			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$60.00			
N 3	GFSB	10/30/12	11/02/12	CBS Daytime	1230-2p		1:00			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$80.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	GFSB	10/29/12-11/04/12	CBS Daytime	1230-2p	-Tu---F----	1:00		\$80.00	NM		
		See MG 3.3										
	2	GFSB	10/29/12-11/04/12	CBS Daytime	1230-2p	-Tu---F----	1:00		\$80.00	NM		
		See MG 3.4										
	3	GFSB	11/01/12-11/01/12	CBS Daytime	1230-2p	----Th-----	1:00		\$80.00	NM		
		Ⓜ MG for 3.1 10/30										
	4	GFSB	11/05/12-11/05/12	CBS Daytime	1230-2p	M-----	1:00		\$80.00	NM		
		Ⓜ MG for 3.2 11/02										
N 4	GFSB	10/31/12	10/31/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$180.00			
N 5	GFSB	11/01/12	11/01/12	7PM-7:30PM	7PM-7:30PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$180.00			
N 6	GFSB	11/02/12	11/02/12	7:30PM-8PM	7:30PM-8PM		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$180.00			
N 7	GFSB	10/30/12	11/02/12	Eyewitness News	11PM - 11:35PM		1:00			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$130.00			
N 8	GFSB	11/06/12	11/06/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		1:00			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$80.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
499445 /	06385268

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	L MCMAHON 4 SENATE	1505

<u>Advertiser</u>	<u>Original Date / Revision</u>
McMahon for Senate	10/19/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	GFSB	11/05/12	11/05/12	6:30AM-7AM Eyewitness News	6:30AM-7AM		1:00			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$100.00			
N 10	GFSB	11/06/12	11/06/12	7AM-9AM The Early Show	7AM-9AM		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$60.00			
N 11	GFSB	11/05/12	11/05/12	9AM-10AM	9AM-10AM		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$60.00			
N 12	GFSB	11/05/12	11/06/12	CBS Daytime	1230-2p		1:00			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$80.00			
N 13	GFSB	11/05/12	11/05/12	HIMYM/Partners	8PM-9PM		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00			
N 14	GFSB	11/05/12	11/05/12	2 Broke Girls/Mike & Molly	9PM-10PM		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$700.00			
Totals											20	\$3,020.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	20	\$3,020.00	\$2,567.00
Totals	20	\$3,020.00	\$2,567.00

Signature: _____ Date: _____

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